



KATIE McCARTHY

EDITOR, WRITER + CONTENT MARKETER

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A detail-oriented editor and digital marketing strategist with excellent instincts for crafting engaging copy. Has managed editorial and sponsored content for print and online outlets, producing whip-smart editorial features and click-worthy integrated marketing for major brands. Thrives in a fast-paced environment. Gets a cheap thrill from fixing spelling and grammar mistakes. Loves to see a great story and beautiful design come together.

EDITORIAL EXPERIENCE

Managing Editor, Total Beauty Media Group | Santa Monica | December 2013–January 2015

- Managed sponsored content (features, dedicated emails, social media, native advertising, etc.) on BeautyRiot.com and TotalBeauty.com; clients included Estée Lauder Companies, Elizabeth Arden, L'Oréal, Procter & Gamble, and Target
- Wrote and edited site content and daily e-newsletters for TotalBeauty.com and BeautyRiot.com
- Managed editorial assistants, overseeing daily duties and the creation of excellent content in line with SEO best practices
- Created TotalBeauty.com editorial voice guide, style guide, and other processes to assure content consistency and quality
- Pulled site metrics with Google Analytics, utilizing data to increase organic traffic and boost search ranking of top stories
- Crafted editorial and sponsored posts for Twitter, Facebook, Pinterest and Instagram as needed
- Collaborated with e-commerce division Total Beauty Shops on promotional strategy and content creation

Editor, Southern California Media Group | Los Angeles, CA | November 2008–December 2013

- Wrote and edited content for the monthly regional magazine *Where Los Angeles* and annual hardcover publication *Where GuestBook Los Angeles*, which received multiple Maggie Awards and Maggie nominations under my leadership
- Wrote and managed content for WhereLA.com, WhereTraveler.com and Where USA mobile app
- Managed associate editor, interns, and freelance writers and photographers
- Planned all budgets and editorial calendars
- Copy edited and proofread all publications

Associate Editor, Southern California Media Group | Los Angeles, CA | August 2007–November 2008

- Performed writing and editing duties on two monthly magazines, one quarterly magazine and two annual print publications for the Southern California visitor market, reporting directly to editor in chief

Freelance Writer | June 2004–present

- Pitch and write features for outlets such as Refinery29, Byrdie, Total Beauty and The Chicago Tribune's *Trib* magazine

DIGITAL MARKETING EXPERIENCE

Content Editor, Lightspeed Systems | Portland, OR | January 2015–present

- Manage all company social media pages (primarily Twitter, Facebook, YouTube, Google+ and LinkedIn)
- Devise social media content/advertising strategy for major product launches and partnership announcements
- Write and edit digital content including marketing collateral and company blogs, publishing via Wordpress
- Create and launch email campaigns and e-newsletters through ExactTarget; analyze metrics to improve strategy

BACKGROUND

SKILLS | AP style, Web-based CMSs, HTML, SEO best practices, Google Analytics, ExactTarget, digital SLR photography
EDUCATION | Bachelor of Arts, Loyola Marymount University; double-major in English (Journalism emphasis), Art History